



KNXV

**KNXV-TV
PHOENIX****ORDER**

Flight Dates 07/17/12-07/23/12

Contract / Revision 304718 / Wil Cardon for Senate 2012

Original Date / Revision
07/19/12 07/19/12

Advertiser Cardon / Republican / Senat

Product
Wil Cardon for Senate 2012

Agency Com 15%

Billing Contact

PO Box 288
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

500 N Washington Street - Suite #3
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # TV: 07170723 :30's

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
July 2012	90	\$35,126.25	\$41,325.00	0.00
Totals	90	\$35,126.25	\$41,325.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
06/25/12	07/23/12	90	\$35,126.25	\$41,325.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	07/17/12	07/23/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22222--	:30	10	\$100.00	P-3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-2222--		8				\$100.00		0.00			
		Week: 07/23/12	07/29/12	2-----		2				\$100.00		0.00			
2	KNXV	07/17/12	07/23/12	M-F 6-7am M-F 6-7am	CM	6am-7am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-2222--		8				\$225.00		0.00			



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Print Date: 07/19/12

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PHOENIX**Contract / Revision **304718** Flight Dates **07/17/12-07/23/12**

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07170723 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	KNXV	07/17/12	07/23/12	M-F 6-7am M-F 6-7am	CM	6am-7am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	2-----					2	\$225.00		0.00			
3	KNXV	07/17/12	07/23/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-2222--					8	\$225.00		0.00			
		Week: 07/23/12	07/29/12	2-----					2	\$225.00		0.00			
4	KNXV	07/21/12	07/21/12	Sa 6-7am GMA Sa 6-7am Good Morning	CM	6am-7am	-----S-	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$75.00		0.00			
5	KNXV	07/22/12	07/22/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	-----S	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$75.00		0.00			
E 6	KNXV	07/17/12	07/23/12	M-F 9am-10am Sonoran Living	CM	9am-10am	11111--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$100.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$100.00		0.00			
E 7	KNXV	07/17/12	07/23/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	11111--	:30	5	\$80.00	P-6	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$80.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$80.00		0.00			
8	KNXV	07/17/12	07/23/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$225.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$225.00		0.00			
E 9	KNXV	07/17/12	07/23/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$200.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$200.00		0.00			
E 10	KNXV	07/17/12	07/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$450.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$450.00		0.00			
E 11	KNXV	07/17/12	07/23/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$450.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$450.00		0.00			
12	KNXV	07/21/12	07/21/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$250.00		0.00			
13	KNXV	07/22/12	07/22/12		CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00



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Contract / Revision **304718** Flight Dates **07/17/12-07/23/12**

Hiatus Dates

Original Date / Revision 07/19/12/ 07/19/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07170723 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Su 5pm News											
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$250.00		0.00			
14	KNXV	07/17/12	07/23/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$750.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$750.00		0.00			
15	KNXV	07/21/12	07/21/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				SA 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$450.00		0.00			
16	KNXV	07/23/12	07/23/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	M-----					1	\$3,500.00		0.00			
17	KNXV	07/18/12	07/18/12	Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				Wednesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	--W----					1	\$2,000.00		0.00			
18	KNXV	07/20/12	07/20/12	Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				Friday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$2,000.00		0.00			
E 19	KNXV	07/20/12	07/20/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				Friday 8-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$2,000.00		0.00			
E 20	KNXV	07/20/12	07/20/12	Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
				Friday 8-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$3,000.00		0.00			
21	KNXV	07/21/12	07/21/12	ABC Saturday Prime	CM	7pm-10pm	-----S-	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
				Saturday Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$1,500.00		0.00			
22	KNXV	07/22/12	07/22/12	Sunday Prime A	CM	6pm-7pm	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				Sunday Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$2,000.00		0.00			
E 23	KNXV	07/17/12	07/23/12	M-F 10-1035pm	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00	NM	5	\$4,250.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1111--					4	\$850.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$850.00		0.00			
24	KNXV	07/21/12	07/21/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$450.00		0.00			
25	KNXV	07/22/12	07/22/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00



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Contract / Revision **304718** Flight Dates **07/17/12-07/23/12**Hiatus DatesOriginal Date / Revision 07/19/12/ 07/19/12Order Sep 00:20:00Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07170723 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
10pm News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	-----S	1		\$850.00		0.00						
E 26	KNXV	07/17/12	07/23/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	-1111--	4		\$350.00		0.00						
Week:		07/23/12	07/29/12	1-----	1		\$350.00		0.00						
27	KNXV	07/22/12	07/22/12	Su 4pm/430pm News	CM	4-430pm/430pm-5p	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
Su 4pm/430pm News (4:00 PM-4:30 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/16/12	07/22/12	-----S	1		\$150.00		0.00						

*Tax 1 Note: Tax 0.5%.